

Impact of COVID-19 Pandemic on Zomato: A Case Study

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ABSTRACT

The advancement and use of smart-phones and internet resulted in improving online services. Zomato is a digital platform combining restaurants and an online food delivery system launched in 2008. The implementation of Lockdown to slow down the spread of pandemic COVID-19 resulted in badly affecting tourism, transport, economy, and hotel industry. Zomato food delivery is recovering from the effect of COVID-19 at a rapid rate with ~80% recovery in metro regions. The revenue in the fiscal year 2020 is increased by 105% and cost by 47%. The main objective of this paper is to understand online food delivery service by using a survey, how Zomato is operating in COVID-19, its effect on the culture of the hotel industry, the introduction of contactless dining and challenges. The evaluation of the company is done using the SWOT analysis.

Keywords: Zomato, Food delivery, Dining out, Contactless dining, SWOT analysis

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